

NDEP National Diabetes Month Partner Promotions Call

Tuesday, September 10, 2013
2-3 PM ET



National Diabetes Education Program

A program of the National Institutes of Health and the Centers for Disease Control and Prevention



National Institutes
of Health





Today's Agenda

- **Review of NDEP Offerings and Plans for National Diabetes Month**
 - Theme
 - Overview of NDEP Materials and Activities
 - Ideas for Using NDEP Offerings
- **Partner Presentation**
- **Ongoing NDEP Promotions**
- **Question & Answer**



Webinar Logistics

- **All lines are muted**
- **Two ways to ask questions during webinar:**
 1. Type your question into the chat section and we will read your question aloud
 2. Click the “raise hand” icon and we will call your name and unmute your line allowing you to ask your question



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National Diabetes Month Theme: *Diabetes is A Family Affair*



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This National Diabetes Month, the National Diabetes Education Program Reminds You That Diabetes is a Family Affair.



Diabetes is a Family Affair

- **If You Have a Family History of Diabetes, You Are At Risk**
- **If You – or Someone You Love – Has Diabetes, Family Support is Important**
- **Help Your Community Stay Healthy**
 - Community settings, such as schools, worksites, senior centers, and places of worship, are part of an **extended family**, and so is your health care team



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National Diabetes Month Landing Page

YourDiabetesInfo.org/DiabetesMonth2013

National Diabetes Month 2013:

Diabetes is a Family Affair

Diabetes is a challenging disease that affects the entire family in many ways. If you are living with diabetes or have a loved one with the disease, family support is very important when it comes to managing diabetes and preventing serious health problems. It's also important to know that if you have a family history of diabetes — such as a mother, father, brother, or sister — you are at risk for developing type 2 diabetes.

The NDEP offers resources to help you make healthy lifestyle changes as a family as well as resources that can be used in community settings that are a part of the extended family, such as schools, businesses, and the health care community, among others.

Check out these NDEP resources and help your family and community stay healthy.



DIABETES RISK



If you — or someone you love — has diabetes — you are at risk

[LEARN MORE](#)

FAMILY SUPPORT



If you — or someone you love — has diabetes, family support is important.

[LEARN MORE](#)

COMMUNITY SUPPORT



Help your community stay healthy

[LEARN MORE](#)

Spread the Word

Here's how you can spread the word:

 In observance of National Diabetes Month 2013, the NDEP reminds you that Diabetes is a Family Affair. RSVP to NDEP's Facebook event to learn how you and your family can stay healthy. Invite your friends to join the event, too!

 Share the following message with your followers: Diabetes is a Family Affair. Learn how you and your family can stay healthy at <http://bit.ly/13E2HKL> #diabetesmonth



world diabetes day

14 November





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If You Have a Family History of Diabetes, You Are At Risk

In This Section

- Family Health History and Diabetes
- Know Your Family Health History
 - Four Questions You Should Ask
 - Take the Family Health History Quiz
- Prevent Type 2 Diabetes in Your Family
- Haywood's Story
- Soroy's Story
- Latecia's Story
- Holly's Story
- David's Story
- Sandra's Story
- Sterling's Story
- Campaign Materials

Diabetes Topics:

Select Topic

Find Publications for Me

How to use this

Age
Diabetes Status
Ethnicity/Race
Language

[Privacy Statement](#)

Family Health History and Diabetes



Since diabetes runs in Soroy's family, her daughters are at risk for developing type 2 diabetes. But she's made simple changes to stay healthy and keep her family healthy. [Read Soroy's story >](#)

Family health history is an important risk factor for developing type 2 diabetes.

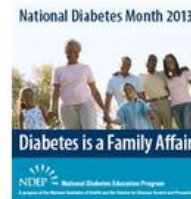
Did you know?

- Nearly 26 million Americans have diabetes.
- Seven million people with diabetes do not even know that they have this disease.
- An estimated 79 million adults in the U.S. have prediabetes, placing them at increased risk for developing type 2 diabetes.
- Having a family [history of diabetes](#) places you at increased risk for developing type 2 diabetes.
- If you are a woman who had [gestational diabetes](#) during pregnancy, you are at increased risk for developing diabetes, and the child of that pregnancy is at increased risk for obesity and type 2 diabetes.

But there is good news! If you are at risk for diabetes, there are things you can do to prevent or delay type 2 diabetes.

[Take the Family Health History Quiz](#)

[En español](#)



Helpful Resources



[Small Steps, Big Rewards, Your GAME PLAN to Prevent Type 2 Diabetes: Information for Patients](#)



[Power to Prevent: A Family Lifestyle Approach to Diabetes Prevention](#)



[Road to Health Toolkit](#)



[National Diabetes Prevention Program](#)



[Choose more Than 50 Ways to Prevent Type 2 Diabetes](#)



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If You – or Someone You Love – Has Diabetes, Family Support is Important

[I Have Diabetes](#) [\(en Español\)](#)

If you are living with diabetes or have a loved one with the disease, it's important to work together to manage diabetes to stay healthy and prevent complications. Managing diabetes is not easy, but support from family members can make it much easier. The NDEP has resources for making healthy lifestyle choices that not only help people with diabetes manage the disease, but also help keep the whole family healthy!

Here are four key steps to help you control your diabetes and live a long, active life.

[Step 1: Learn About Diabetes](#)

Diabetes means that your blood glucose (blood sugar) is too high. There are two main types of diabetes.

[Step 2: Know Your Diabetes ABCs](#)

Talk to your health care team about how to manage your A1C (blood glucose or sugar), Blood pressure, and Cholesterol. This will help lower your chances of having a heart attack, a stroke, or other diabetes problems.

[Diabetes HealthSense](#)

Find tools and programs that can help you with making lifestyle and behavior changes. Diabetes HealthSense also includes research articles on lifestyle changes and behavioral strategies.

[Step 3: Manage Your Diabetes](#)

Many people avoid the long-term problems of diabetes by taking good care of themselves. Work with your health care team to reach your ABC goals. Use this self-care plan.

[Step 4: Get Routine Care to Avoid Problems](#)

See your health care team at least twice a year to find and treat any problems early. Ask what steps you can take to reach your goals.

[Diabetes and Heart Health](#)

If you have diabetes, it is important to take care of your heart. Learn about how diabetes affects your heart and tips for lowering your risk for heart disease and other heart problems.

[Publications](#)

[View more Publications »](#)



[4 Steps to Manage Your Diabetes for Life](#)

(NDEP-47)

These four steps help people with diabetes understand, monitor, and manage their diabetes to help them stay healthy. This publication is excellent for people newly diagnosed with diabetes or who just want to learn more about controlling the disease.



[Tasty Recipes for People with Diabetes and Their Families \(Ricas recetas para personas con diabetes y sus familiares\)](#)

(NDEP-41)

A bilingual booklet, Tasty Recipes is filled with recipes specifically designed for Latin Americans. Recipes are accompanied by their nutritional facts table. The booklet also includes diabetes health information and resources. This effective, yet practical, educational promotional tool is a terrific...

[Resources](#)

[View more Resources »](#)



[National Diabetes Month 2013 Feature Article](#)

Submit this article to your local newspaper or promote it in your organization's newsletter or e-newsletter.

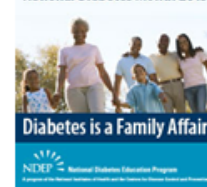


[Take Care of Your Diabetes to Keep Your Kidneys Healthy](#)

If you have diabetes, it's important that you know about the link between diabetes and kidney disease, and what you can do to keep your kidneys healthy. Share this article in your organization's newsletter or with media to promote diabetes awareness.

[View more Resources »](#)

National Diabetes Month 2013





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Help Your Community Stay Healthy

Bring Diabetes Information to Your Community

Community settings such as schools, worksites, senior centers and places of worship are part of our extended family, and so is your health care team. NDEP has many resources and tools that can be used in a variety of settings to strengthen community and clinical linkages that span the spectrum of diabetes prevention and management.

Check out some of these resources from the NDEP and help people in your community stay healthy.

Help Your Community Stay Healthy

Schools



Use NDEP's resources and tools to promote diabetes support in schools.

Businesses



Help businesses or managed care companies assess the impact of diabetes in the workplace.

Health Care Community



Use NDEP's Practice Transformation site, clinical practice tools, and patient education materials to help the health care community meet the needs of people with or at risk for diabetes.



Additional Resources

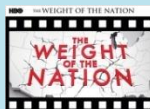


[The Road to Health Toolkit](#)

Designed for African Americans and Hispanics/Latinos at risk for type 2 diabetes, this tool kit provides materials to start a community outreach program reinforcing the message that type 2 diabetes can be delayed or prevented.



In addition to NDEP resources, the CDC-led [National Diabetes Prevention Program](#) is designed to bring communities evidence-based lifestyle change programs for preventing type 2 diabetes. It is based on the landmark Diabetes Prevention Program study led by the National Institutes of Health.



To win, we have to lose. Share the following videos about type 2 diabetes from the HBO Documentary Films series, *The Weight of the Nation*, which explores the obesity epidemic in America. You can also use the Community Meeting Toolkit to plan a screening event at your organization.

- [The Weight of the Nation - Choices Clip](#)
- [The Weight of the Nation - Consequences Clip](#)



NDEP National Outreach Activities

- **National Diabetes Month Partner Mailing:**
 - Offering of NDEP materials to support Diabetes Month outreach.
 - Request form submissions were due August 1.
 - Partners should start receiving materials by the middle of September.
 - Partner commitment to provide feedback to NDEP by December 16.
- **Traditional and Nontraditional Outreach:**
 - Outreach to national and regional media outlets (print, online, broadcast)
 - Social Media Engagement



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National Diabetes Month Promotional Materials

National Diabetes Month 2013:

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DIABETES RISK

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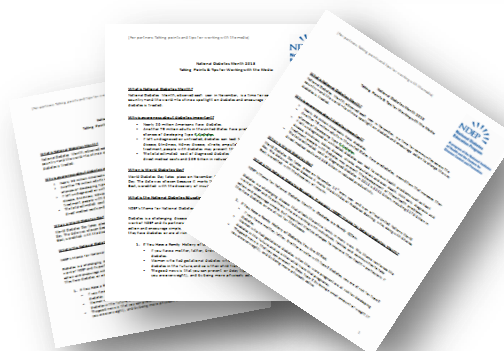
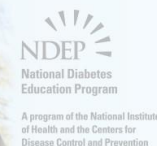
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Diabetes is a Family Affair

This National Diabetes Month, make healthy lifestyle changes as a family.



National Diabetes Month 2013



Diabetes is a Family Affair



Help Us Promote National Diabetes Month

Use the following promotional tools — available in English and Spanish — to support your National Diabetes Month outreach efforts:

Promotional Toolkit

[Facebook Cover Image](#)

[Web Button](#)

[Talking Points](#)

[Template News Release](#)

[E-signatures](#)

[Feature Article](#)



November is National Diabetes Month. Visit YourDiabetesInfo.org/DiabetesMonth2013 to learn more.



La diabetes es un asunto de toda la familia. En este Mes Nacional de la Diabetes, aprenda cómo usted y su familia pueden mantenerse sanos. Visite YourDiabetesInfo.org/DiabetesMonth2013.



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Social Media Outreach

- Like, tweet, and share the National Diabetes Month campaign page directly from yourdiabetesinfo.org/diabetesmonth2013
- Twitter – www.twitter.com/ndep
 - Follow us @NDEP
 - Use the #diabetes and #diabetesmonth hashtag



DTTAC TTAC @DTTAC_TTAC

2 Nov

For #diabetes awareness month, start making a change in prevention and check out @NDEP's free tool! #freeproductfriday
ow.ly/eYSyW

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Social Media Outreach (cont'd)

- Facebook – www.facebook.com/ndepgov

Use NDEP's Facebook Cover Photo



Join NDEP's Facebook Event





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Social Media Outreach (cont'd)

- **NDEP's YouTube Channel:**
www.youtube.com/ndepgov
 - Watch NDEP's YouTube videos
 - Subscribe to the ndepgov YouTube Channel
 - Like and share NDEP's videos
 - Embed NDEP videos on your blog or web site
- **HBO's The Weight of the Nation:**
 - The Weight of the Nation - Choices Clip:
<http://www.youtube.com/watch?v=Cj-6n1pefG8&feature=youtu.be>
 - The Weight of the Nation - Consequences Clip:
http://www.youtube.com/watch?v=R3A9nmEE_Jk&feature=youtu.be



NDEP | Making Changes Isn't Easy. But it's Worth It
ndepgov 428 views 10 months ago
Making changes in how you care for your health is a matter of trying and learning. It's all about choosing a goal and working toward it. Making a plan and taking the first...



NDEP | Preventing Type 2 Diabetes
ndepgov 533 views 7 months ago
Getting the whole family involved in becoming more active and making healthy food choices can make it easier to lose weight and prevent type 2 diabetes.



NDEP | Partnering with Your Diabetes Care Team
ndepgov 179 views 10 months ago
Your health care team is a resource to help you manage your diabetes. Find ways to work with your team so you can successfully manage your disease.

Help Your Community Stay Healthy

Additional Resources



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World Diabetes Day

- World Diabetes Day (WDD) is celebrated on November 14.
- The WDD logo is featured on NDEP's Diabetes Month landing page and will be promoted on the NDEP homepage throughout the week of November 11.
- In support of WDD, display the logo on your website. Download the image from the YourDiabetesInfo.org homepage, save it, and upload it to your site with a link to www.idf.org/worlddiabetesday.
- Share NDEP's WDD messages on Facebook and Twitter.





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Partner Promotions

Lindsay White
Communications Coordinator
National Kidney Foundation of Michigan



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Overview: National Diabetes Month 2012

- **Media Plan**
- **Traditional Media**
 - Print and radio
- **Social Media**
 - Facebook and Twitter
- **Other**
 - Website, handouts, and more



National
Kidney
Foundation™ | of
Michigan





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Traditional Media

- Created press release, which focused on NDEP's *Changing the Way Diabetes is Treated* theme for 2012
- Wrote and recorded PSAs using NDEP phrasing
- New for 2013: personal stories, TV

National Kidney Foundation of Michigan recognizes National Diabetes Month

Diabetes affects nearly 26 million Americans and an estimated 79 million people are at risk for developing the disease. The state of Michigan ranks 15th highest in the nation for diabetes prevalence. An estimated 701,000 people in Michigan have diagnosed diabetes, and more than 364,000 are estimated to have diabetes but are currently undiagnosed. Diabetes causes over 40 percent of all kidney failure cases, making it the leading cause of kidney failure.

November is National Diabetes Month and the National Kidney Foundation of Michigan is changing the way diabetes is treated by helping people better understand how to make the necessary changes in their day-to-day life in order to prevent type 2 diabetes, manage their diabetes to prevent complications, and live healthier lives.

Making changes in how you care for your health is a matter of trying and

learning. It's all about choosing a goal and working toward it. Making a plan and taking the first step will help you reach your goal.

1. Think about what is important to your health. What are you willing and able to do?
2. Decide what your goals are. What changes do you want to make? Choose one goal to work on first.
3. Decide what steps will help you reach your goal.
4. Pick one step to try this week.

This month, make a change to live well at www.YourDiabetesInfo.org. For fitness and health classes, diabetes-related events, disease management workshops, and much more throughout the state of Michigan, please visit the NKFM's website at www.nkfm.org and search for "Diabetes Month."

Michigan Chronicle, November 13, 2012



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Social Media



@KidneyMI

- **Facebook**
 - NDEP info posted on NKFM's page & community coalitions' pages
 - NDEP's 4 National Diabetes Month Facebook banners rotated throughout November
- **Twitter**
 - NDEP tips shared via tweets
 - #DiabetesMonth
- **New for 2013**
 - Infographics
 - Instagram & Pinterest added

TODAY IS DIABETES ALERT DAY!

 **ONE IN TWELVE**
U.S. adults has been diagnosed with diabetes.

At the current rate of growth, one in four U.S. adults will be diagnosed with diabetes by 2050.

25.8 MILLION
Americans
have diabetes.



Diabetes is the leading cause of kidney failure, causing over 40% of all kidney failure cases.



Diabetes disproportionately affects some groups of people more than others, such as certain racial/ethnic groups, physically inactive people, overweight people and those who have a family history of the disease. Having diabetes does not mean you will get kidney disease. The better a person with diabetes keeps their blood sugar and blood pressure under control, the lower the chance of getting kidney disease. That's why it's so important to learn to manage diabetes, and to take steps to prevent diabetes if you are at risk.



National
Kidney
Foundation™ of
Michigan

Learn more at www.nkfm.org


(Infographic created by NKFM)



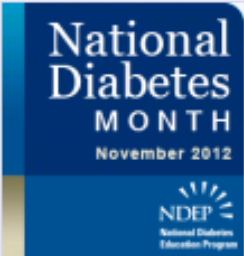
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Examples



 **National Kidney Foundation of Michigan** shared a link.
November 1, 2012

Today is the beginning of National Diabetes Month! It's important to **MAKE A PLAN** to manage and prevent diabetes in order to reduce the risk of other health complications, such as kidney failure. Make your own personalized plan with the **National Diabetes Education Program (NDEP)**'s Diabetes HealthSense! How are you controlling **YOUR** diabetes, or working to prevent it?



NDEP Diabetes HealthSense | Make a Plan
ndep.nih.gov

NDEP is a partnership of the National Institutes of Health, the Centers for Disease Control and Prevention, and more than 200 public and private organizations.

Like · Comment · Share  3  3

 **National Kidney Foundation of Michigan** changed their cover photo.
November 15, 2012

1. Think about what is important to your health. What are you willing and able to do?
2. Decide what your goals are. What changes do you want to make? Choose one goal to work on first.
3. Decide what steps will help you reach your goal.
4. Pick one step to try this week.

November is National Diabetes Month



Set Goals
Track your progress on a chart, in a journal, or using an online tool.

Make a plan to live well.

Like · Comment · Share  2

(Post on Facebook with NDEP info)

(NDEP banner on Facebook page)



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Other: Website, Handouts, & More

- **Website**
 - Page on website for National Diabetes Month with resources from NDEP plus link
- **NDEP Handouts**
 - Handouts at all NKFM events during November
 - QR code on modified NDEP handouts



National Diabetes Month

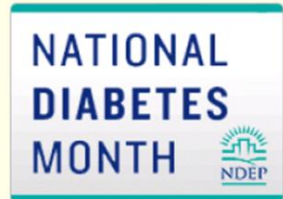
[Home](#) » [Help & Information](#) » [Diabetes](#)

The NKFM is recognizing November as National Diabetes Month with a 3 month campaign (October-December 2012) to help educate people about diabetes, help those at risk to get checked and take action, and help those who have diabetes to manage it.

Also, see what the NKFM is doing about diabetes disparities in 3 Michigan communities. . . [Diabetes Community Coalitions](#). View maps of Diabetes Resources in [Flint](#), [Inkster](#), and [Northwest Detroit](#).

Get more information from the [National Diabetes Education Program](#).

Make a Move: Know Your Diabetes ABCs. Click here to search for diabetes information from the Diabetes Partners in Action Coalition.





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Target Audience

African American adults with diabetes

AND

**Michigan residents with a focus on the communities of
Inkster, Northwest Detroit, and Flint**

- Have been identified to have *high rate of diabetes*
 - Focus of the NKFM's CDC grant



Evaluation



- PSAs using NDEP messages on **5 radio stations**
- Articles using NDEP messages in **6 publications** (includes online & print)
- Nearly **1,500 unique visitors** on www.nkfm.org, where NDEP information was prominently displayed to promote National Diabetes Month
- Lessons learned
 - Print publications facing challenges; writers with multiple beats
 - Using images vs. text in social media
 - Partner communication to improve promotion



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Lindsay White
Communications Coordinator
National Kidney Foundation of Michigan

lwhite@nkfm.org



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Ongoing Promotions: What is NDEP Promoting this Quarter?

Partners & Community Organizations

Who can become an NDEP partner? You can make a difference in diabetes prevention and control by taking an active role in the National Diabetes Education Program. All organizations, associations, and groups that promote NDEP messages and materials are welcome to be NDEP partners. Partners are the key to NDEP's success and work with NDEP in a variety of ways to identify needs for collaboration and synergistic opportunities for win-win projects and initiatives. If you or your organization is active at the local or state level, NDEP also encourages you to join your [State Diabetes Prevention and Control Program's](#) efforts to expand the reach of NDEP messages and activities.

Why become an NDEP partner?

NDEP partners can benefit from using NDEP's messages, campaigns, and materials. For example, NDEP partners can:

- Expand their activities and have a greater impact by combining efforts and resources with NDEP and other organizations.
- Adopt NDEP's messages and promote them within their organization and to the communities they serve.
- Adapt and tailor messages for target audiences as appropriate.
- Disseminate information and materials to media, community organizations, and target audiences.
- Coordinate education activities and share resources with other partner organizations.
- Use NDEP resources to modify the health care delivery system to improve quality and access.
- Join one of NDEP's [Stakeholder Groups](#). These groups provide partners with a way to share ideas and provide input and guidance to help NDEP continue to respond to the needs of diverse audiences affected by diabetes.

3 Easy Ways to Get Involved with NDEP

- 1. Link to the NDEP website**
Post NDEP web buttons to your organization's website and encourage your partners to do the same.
- 2. Share our articles**
Post one of NDEP's many ready-to-use articles on your website or in your organization's newsletter.
- 3. Engage using social media**
Like and comment on Facebook posts, retweet NDEP messages, and share NDEP videos.

More Ways to Get Involved

[National Diabetes Month Campaign Materials](#)

[What is NDEP Promoting this Quarter?](#)

[Promotional Toolkit for Partners](#)

☒ [Subscribe to News & Notes](#)

Enter email address

GO

Home Publications Resources Diabetes Facts Press

I Have Diabetes Am I at Risk? Health Care Professionals, Businesses & Schools Partners & Community Organizations

Tengo diabetes ¿Corro riesgo?

You are here: [NDEP Home](#) > [Resources](#) > What is NDEP Promoting This Quarter?

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What is NDEP Promoting this Quarter?

Back-to-School Month

Check out NDEP's "Diabetes Resources for Schools and Youth" webpage for information about diabetes in children and teens.

Practice Transformation for Physicians and Health Care Teams

Change systems of health care delivery around diabetes.

Promotions Calendar

Find out what NDEP is doing to promote diabetes awareness and how our partners can participate.

August 2013		Print this month
All Month	Back-to-School Month	+
August 7-10	American Association of Diabetes Educators (AADE) 2013 Annual Meeting & Exhibition	+
August 23-27	National Association of Community Health Centers Conference	+
September 2013		Print this month
All Month	Fruits and Veggies – More Matters Month™	+
All Month	Healthy Aging Month	+
September 15 - October 15	Hispanic Heritage Month	+

www.ndep.nih.gov/partners-community-organization/index.aspx

<http://ndep.nih.gov/resources/promotions/>



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Newly Updated!

Practice Transformation for Physicians and Health Care Teams *(formerly known as Better Diabetes Care)*

www.YourDiabetesInfo.org/PracticeTransformation

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Practice Transformation for Physicians and Health Care Teams

This Practice Transformation site, formerly called Better Diabetes Care, is designed to help physicians, health care professionals and health care administrators across the country who want to change the system of health care delivery around diabetes. NDEP believes that practice change is essential to provide the type of evidence-based care recommended by the Patient-Centered Medical Home (PCMH) model to effectively manage diabetes, prevent its serious complications, and delay or prevent type 2 diabetes. The PCMH incorporates dimensions of patient-centered care presented by the Institute of Medicine and the Chronic Care Model. This site is organized according to those dimensions.

- Engage Leadership & Assess Practice
- Evidence-Based Care
- Information Systems
- Improve Practice Quality
- Clinical Decision Support
- Team-Based Care
- Patient-Centered Interactions
- Patient Care Coordination

- Engage Leadership and Assess Your Practice
- Provide Evidence-Based Care
- Use Information Systems
- Improve Practice Quality
- Use Clinical Decision Support
- Practice Team-Based Care
- Enhance Patient-Centered Interactions
- Improve Patient Care Coordination



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Questions?





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